

**ABSTRACT OF THE DISCLOSURE**

The present invention relates to a method and system for generating client preference recommendations in a high performance computing regime. Accordingly, one embodiment of the present invention comprises: providing a sparse ratings matrix, forming a plurality of data structures representing the sparse ratings matrix, forming a runtime recommendation model from the plurality of data structures, determining a recommendation from the runtime recommendation model in response to a request from a user, and providing the recommendation to the user.

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